



Goodfellows Estate Agents opened in 1990 with a single office in Morden. It now has branches throughout the South London and Surrey area and has evolved to offer a variety of services in the property sector. They have specialist teams dealing in lettings, land, new homes and professional services that aim to establish long- term relationships and maintain a consistently high standard of service.

On-Going Relationship

Goodfellows has certainly demonstrated ‘establishing a long-term relationship’ in its association with Neighbour Training which began in August 2006 when Perry Power, who was already studying Estate Agency, joined the Cheam branch. This introduced the business to work-based Apprenticeships and Goodfellows began training in November 2006 when Robert Wiseman and Jamie Clarke (pictured far right) started on the programme.



Martin Humphreys presents Jamie Clarke with his certificates.



Congratulations to Louise Ward

We are adding our congratulations to Louise Ward as well as those of MD Martin Humphreys, as Louise, who is based at Goodfellows’ Mitcham Branch, completed her Advanced Apprenticeship in fourteen months. A great achievement.

All Round Benefits

MD Martin Humphreys explained the reasons why he is so pleased with the results of the Apprenticeships his workforce have undertaken by saying that many people believe that Estate Agents do not have specific training and that it is just a selling job with no responsibilities. “Achieving their Apprenticeships gave our staff confidence”, continued Martin, “especially when young agents were dealing with mature clients. It focussed them on the responsibilities of the job role and helped them to believe in themselves”. He added that even those who did not do the training felt more empowered by the fact that the Trainer came into the workplace with input to ensure projects were being completed on time. “It led to a more efficient work ethic all round”.

Goodfellows now have a division based in Park Lane, “Fine and Country” - www.fineandcountry.com.